



CALL TO DC ARTISTS & DESIGNERS: Request for Proposals

Vision Zero Initiative – Public Art Placemaking

Zero Street Harassment Project

Project Budget: \$41,000.00 with funding provided by Age-Friendly DC

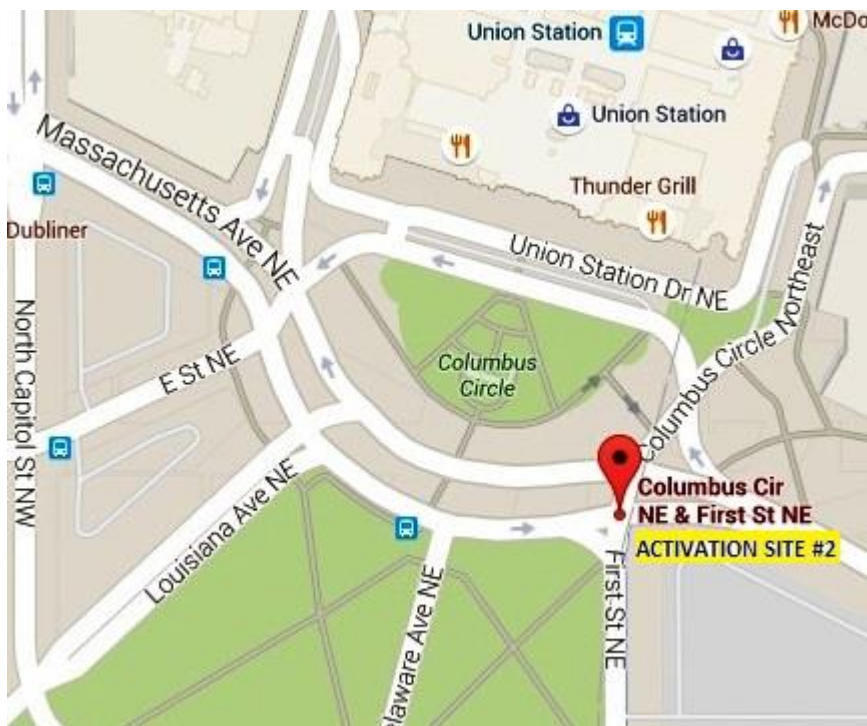
Deadline for Submissions: 5:00 PM, April 28, 2016

In partnership with the District Department of Transportation's (DDOT) Vision Zero Initiative, the DC Commission on the Arts and Humanities (DCCA) and Age-Friendly DC are pleased to announce the ***Zero Street Harassment Public Art Project***, a new public art and placemaking campaign designed to discourage and abate street harassment of residents, workers and visitors in the District of Columbia.

ACCORDING TO THE STOP STREET HARASSMENT (SSH) NONPROFIT:

In 2014, SSH commissioned a 2,000-person national survey in the USA with surveying firm GfK. The survey found that 65% of all women had experienced street harassment. Among all women, 23% had been sexually touched, 20% had been followed, and 9% had been forced to do something sexual. Among men, 25% had been street harassed (a higher percentage of LGBT-identified men than heterosexual men reported this) and their most common form of harassment was homophobic or transphobic slurs (9%).

The project partners have identified two (2) locations within the District of Columbia for consideration. We are asking for proposals that demonstrate how artistic and design interventions would help to deter street harassment, as part of an anti-street harassment campaign in high visibility areas throughout Washington, DC. Activation sites include: **14th & U Streets, NW and 1st NE and Union Station Plaza**



For more information, visit the following links:

<http://www.stopstreetharassment.org/resources/definitions/>

<http://www.stopstreetharassment.org/about/what-is-street-harassment/>

PROPOSED INTERVENTIONS AND ACTIVATIONS CAN CONSIST OF:

- Temporary project duration; not to exceed 4 years
- Didactic/instructional marketing materials as public handouts
- Graphic design signage
- Lighting, poster campaigns and/or live documentation
- Surface applications (murals, posters, ground surface applications)
- Digital media through sound and/or projections
- Video, film and sound documentation
- Any other ideas

PROJECT GOALS:

- Activate a project site identified in list above
- Enhance the existing character and visibility of the site in order to discourage harassment behavior
- Educate the public about the seriousness of harassment
- Include a plan for assessing impact of interventions by gathering feedback from the public

PROJECT SUBMITTAL DETAILS:

DC based artists, artist teams and designers are invited to submit up to three original two-dimensional (renderings or digital media) design proposals, a one page narrative per design for a designated site(s) as listed above and corresponding budget(s). In addition, a brief maintenance plan and budget should be included as part of the concept design. The selected artist/team/designer must be able to replicate and install the design at the site with highly durable media and materials.

ELIGIBILITY:

This opportunity is open to artists/teams/designers over the age of 18 that are based in Washington, DC. Artists and/or teams must also be licensed to operate a business within DC and in good standing with the District of Columbia Government.

BUDGET:

The **total project budget is \$41,000**, which may be distributed among one or more selected artists/teams/designers. The budget should include artist design fee(s) and all costs associated with project execution including permits, fabrication, installation, assistants as needed, materials and local travel.

SELECTION PROCESS

DCCAH will convene a selection committee representing diverse interests and project related expertise to review proposals and qualifications of the applicants that respond to this call. The committee will use the following criteria in selecting a finalist(s) for the project, which candidates should address in their letter of interest:

- Artistic excellence and innovation as evidenced by past work
- Creative methods for enriching the public realm, streetscapes or other public environments and the ability to animate public space
- The manner in which the artwork/design or activation speaks to the issue of street harassment in Washington, DC
- The ability to connect with and engage the local community as well as the visiting public
- The ability to implement the design efficiently within the allotted window of time
- The ability to tie Vision Zero and Age-Friendly DC's messaging into the design

PRELIMINARY SCHEDULE

<u>DATES(S)</u>	<u>ACTION ITEM</u>
March 30, 2016	Release RFP-CTA
April 28, 2016	Deadline for Proposals
March 30-April 27, 2016	Artists engage in community or ANC mtgs. for concept presentations and ideas; use of online engagement portals acceptable
Week of May 8, 2016	Selection Panel for up to 3 projects
May 2016	CFA review, grant agreements
June – August 2016	Projects fabrication permits, installs etc..
September 2016	Events and programs to highlight sites

SUBMISSION REQUIREMENTS:

Please submit the following materials through SlideRoom (instructions provided below).

1. **Completed Application Form** (see attached form on page 4). If you would prefer to type the form, please include full legal name(s) (and other professional name as applicable), mailing address, daytime phone, evening phone, email address, Website (optional).
2. **Current CV/Resume, two page maximum.**
3. **A Letter of Interest** that includes a narrative of the concept design proposal(s) expressing interest in the project as well as a description of the approach to the project as it relates to the proposed design. The letter should not exceed one page.
4. **Up to 5 digital images of previous work.** Please submit high quality jpgs (do not use gifs, tiffs or other formats)
5. **Image List** (title, year, medium, dimensions) corresponding to submitted images
6. **Up to 3 Design Proposals** as designated by selected site(s)/area(s).
7. List of at least **three professional references**. Please include name, address, phone number and email address for each individual.

Deadline for Submission: Application materials must be received by **Thursday, April 28 2016, 5:00 pm.**

How to Apply: Applications must be submitted online through **SlideRoom**. Please follow the link <https://dcarts.slideroom.com> to upload all requisite application materials. In order to access the application portal, all applicants will first be prompted to create a SlideRoom account, at no cost. Once logged into the newly created account, applicants will be able to submit all materials outlined above. Any incomplete submissions at the time will be disqualified.

Should you have any issues with the SlideRoom portal, please contact Tonya Jordan at tonya.jordan@dc.gov or 202-724-5613 so that we may assist you or make alternative arrangements for submission.

APPLICATION FORM
DC Commission on the Arts and Humanities
Age-Friendly DC

Zero Street Harassment Placemaking Project

Please complete this form and include with application materials.

Applicant's Name(s): _____

Mailing Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone: _____ Cell/Mobile (optional): _____

Email address: _____

Web site (optional): _____

DEADLINE: Submissions deadline is **5:00 PM EST on Thursday, April 28, 2016**

FOR QUESTIONS, PLEASE CONTACT:

Tonya Jordan, Public Art Manager, DCCAH

tonya.jordan@dc.gov, 202-724-5613

Nick Kushner, Program Analyst, Age-Friendly DC (DMHHS)

Nick.kushner@dc.gov, 202-727-7973

APPLICATION CHECKLIST:

- ___ Application Form
- ___ CV/Resume
- ___ Letter of Interest
- ___ Up to 10 Images of Previous Work
- ___ Up to 3 Design Concepts Proposals
- ___ Image List
- ___ At least 3 Professional References

ABOUT THE PROJECT PARTNERS



The **DC Commission on the Arts and Humanities (DCCA)** provides grant funds, programs and educational activities that encourage diverse artistic expressions and learning opportunities, so that all District of Columbia residents and visitors can experience the rich culture of our city. For more information on DCCA visit: www.dccarts.dc.gov. As a program of DCCA, the **DC Creates Public Art** program provides high quality art installations and administrative support services for the public so they can benefit from an enhanced visual environment. The program purchases, commissions and installs public art throughout the District of Columbia to cultivate dynamic, vibrant and nurturing communities through the use of art and design.



Mayor Bowser's **Vision Zero** initiative is a bold new approach to transportation safety. The District of Columbia is committed to eliminating all fatal traffic crashes and serious injuries by the year 2024. Making better use of education, enforcement, engineering, and evaluation, Vision Zero will achieve its goal by creating safety streets, protecting vulnerable users, preventing dangerous driving, and being transparent and responsive.

Vision Zero requires an all-hands-on-deck approach. More than 20 District government agencies are engaged in the Vision Zero Initiative, including DDOT, Department of Public Works, the Deputy Mayor for Health and Human Services, Metropolitan Police Department, DC Taxi Cab Commission, the Department of Motor Vehicles, the DC Office on Aging, DC Public Schools, Fire and Emergency Medical Services, Homeland Security and Management, Office of Unified Communications, Department of Health, the Office of the Attorney General, Office of the Chief Technology Officer, Office of Disability Rights, Office of Planning, Office of the City Administrator, Office of the State Superintendent of Education, the Deputy Mayor for Education, Office of Policy and Legislative Affairs, and the Deputy Mayor for Planning and Economic Development.



Age-Friendly DC is a coordinated, comprehensive, and collective-action effort that promotes purposeful living and strives to ensure that all DC residents, with a particular focus on those 50+, are active, connected, healthy, engaged and happy as they age. Age-Friendly DC is part of the World Health Organization's Age-Friendly Cities and Communities network and part of AARP's national network of Age-Friendly Communities. <http://agefriendly.dc.gov/>